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- [illegible]

23. A method as claimed in Claim 22, wherein the data derived from the second network comprises a number of connected user terminals to said second network.
- 5 24. A method as claimed in Claim 18, wherein the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.
- 10 25. A method as claimed in Claim 24, wherein the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.
- 15 26. A controller connectable to a wireless unidirectional digital broadband network and to a wireless bi-directional communications network, the controller including a processor operable to initiate delivery of content via the wireless unidirectional digital broadband network to a determined area in response to a number of user terminals in the determined area connected to the wireless bi-directional communications area exceeding a predetermined threshold value.
- 20 27. A controller as claimed in Claim 26, wherein the processor is further operable to associate a certain threshold value with a particular content..
- 25 28. A controller as claimed in Claim 27, wherein the threshold value is corresponding to a number of active user terminals in the determined area.
- 30 29. A content delivery system comprising:
a wireless unidirectional digital broadband network;
a wireless bi-directional communications network; and
a controller connected to both networks, the controller including a processor operable to initiate delivery of content via the wireless

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wireless bi-directional communications network within said area exceeds a predetermined threshold value.

- 5 34. A content delivery method as claimed in Claim 33, wherein the threshold value is corresponding to a number of active user terminals in said area.

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